- K-LOVE has served me as a resident of Cincinnati by providing positive encouragement and spiritual reminders for the day.
- Not having K-LOVE in Cincinnati would result in less encouragement for believers in Christ.
- The service provided by K-LOVE is in the public's interest because Christians are receiving positive messages and encouragement as they go about their day in a negative world. I also believe a station providing non-stop music provides a "marketing free" zone for overwhelmed consumers who just want truth and encouragement.